Sl.No.	State/U.T.	Domestic	Foreign
20.	Rajasthan	16033896	971772
21.	Sikkim	230719	14646
22.	Tamil Nadu	42279838	1058012
23.	Tripura	260907	3171
24.	Uttaranchal	11720570	62885
25.	Uttar Pradesh	89740000	974000
26.	Chhattisgarh	1897200	3000
27.	Jharkhand	461486	4375
28.	West Bengal	12380389	775694
29.	Andaman & Nicobar	105004	4578
30.	Chandigarh	599448	16137
31.	Daman & Diu	399800	4111
32.	Delhi	1866552	839574
33.	Dadra & Nagar Haveli	532016	168
34.	Lakshadweep	3889	1285
35.	Pondicherry	558445	32053
	TOTAL*	367601248	8296983

*Estimated

Incredible India Campaign

212. SHRI K. RAMA MOHANA RAO: Will the Minister of TOURISM be pleased to state:

(a) the number of tourists went out from India to other tourist destinations of the world during the last three years, year-wise;

(b) the number of tourist arrivals into the country during the last three years, year-wise;

(c) whether it is a fact that Indians going abroad are more than the foreign tourists coming into India;

(d) if so, the reasons therefor;

(e) what exactly is the message the Ministry wanted to convey through Incredible India Campaign;

(f) when the Incredible India Campaign started through print and electronic media; and

(g) the amount spent on Incredible India Campaign so far?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) As estimated by the Bureau of Immigration, about 6.2 million Indians went abroad during the year 2004 as compared to 5.4 million during 2003 and 4.9 million during 2002.

(b) Foreign tourist arrivals to India during the three years 2004, 2003 and 2002 were 3.37 million, 2.73 million and 2.38 million respectively.

(c) and (d) Yes, Sir. There are various reasons for more Indians going abroad than foreign tourists coming to India like fascination for foreign locations; prestige involved in visiting foreign countries; visiting friends & relatives settled in countries like UK, USA, Singapore, Bahrain Oman, UAE, etc.; cheap/concessional air fares to some foreign locations like South-East, compared to Indian destinations; cheap hotel tariff; etc.

(e) and (f) The Incredible India Campaign was launched in 2002-03 with the main objective of creating a distinct image for India through a unique style of communications; projecting a 'positive image' of India, and; positioning India as a high value, upmarket destination.

(g) The expenditure made on the "Restructured Scheme of Overseas Promotion & Publicity, including marketing development assistance, Advertising & Publicity" since 2002-03 has been as follows:—

Year/ Scheme	Restructured Scheme of Overseas Promotion & Publicity incl. Marketing Development Assistance, Advertising & Publicity
2002-03	Rs. 36.36 crore (Actual)
2003-04	Rs. 55.89 crore (Actual)
2004-05	Rs. 90.00 crore (Revised Estimate)
2005-06	Rs. 140.00 crore (Budget Estimate)